

## 2. Analyze Your Audience: How do you identify and target your audience?

The diagram below provides you with some questions to ask as you analyze your audience.<sup>6</sup> When answering these questions, incorporate the contacts listed in the previous section, “*Involve Key People: Who Should You Involve in the Project?*” By following the following four steps you can tailor your project to the audience’s particular needs and abilities.

### Step 1: Who is your audience?

- ◆ Who/what is causing the problem?
- ◆ Who is affected by the problem?

### Step 2: How does your audience best learn and receive information?

- ◆ How literate is your audience?  
Linguistically, computer, reading, etc.
- ◆ How do they prefer to receive information? (What sources do they trust?)  
TV, Internet, radio, school, magazines, newspapers, conferences or workshops, universities, extension services, local/state/tribal/federal officials, etc.

### Step 3: How environmentally literate is your audience?

(Where does your audience fall on this continuum?)

- ◆ Aware that the environmental problem exists.
- ◆ Aware of their relationship to the problem: how it affects them, and how they are contributing to it.
- ◆ Aware of the problem and their relationship to it, but not aware of its solution.
- ◆ Aware of the problem, the solution, and what they can do, but not convinced that they can make a difference. Not motivated to make a change.

### Step 4: What does your audience need to address the problem?

- ◆ What knowledge, skills, and abilities does your audience need to know/or have in order to solve or
- ◆ How can the audience best contribute to the solution of the problem?

<sup>6</sup>This diagram was adapted from the Peace Corps’ Office of Training and Program Support (DC) publication: *EE Programming Workshop: The Proceedings: June 18-24, 1989, San Ignacio, Belize*, pp. 37-48.